

Etnia, Lool and CoCo Song Eyewear VIP Event

DATE: Friday, September 19, 2025
LOCATION: Balmain, New South Wales, AU

Event Description

Etnia, Lool and CoCo Song Eyewear VIP Event is a premier expos event in Balmain. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: expos

Importance Rank: 49/100

Expected Attendance: 894 people

Event ID: 32jFY8YDoCLYnaVK4N

Hotel Demand Indicators

ADR Impact Index: 5.7x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 358 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.